

Kentucky Flex-E Grant Program  
For Implementation of the Comprehensive  
Adventure Tourism Plan for Economically  
Distressed ARC Counties



FY 2006  
APPLICATION GUIDELINES



## FY 06 KENTUCKY FLEX-E GRANT PROGRAM FOR ECONOMICALLY DISTRESSED COUNTIES

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### GUIDELINES AND OPERATIONS PLAN

*September 2007*

#### STRUCTURE AND PURPOSE

The Kentucky Flex-E Grant is a mini-grant program that will provide limited, short-term financial assistance to projects that assist communities and other eligible entities in distressed counties to implement the *Comprehensive Adventure Tourism Plan for Eastern Kentucky* as developed by the Kentucky Department of Tourism. Eligible projects will:

- Implement one or more recommendations made in the plan;
- Encourage regional cooperation in the development of adventure tourism initiatives;
- Enhance local capacity to plan for and implement future adventure tourism projects; or
- Promote long-term sustainable economic results for the region and local community.

This program was generated from the Appalachian Regional Commission's (ARC) initiative to enhance assistance to distressed counties. Each project must demonstrate beneficiaries in a distressed county (counties).

A map of ARC Distressed Counties (shown in red) that are eligible for Kentucky Flex-E Grant Adventure Tourism program funding is included on the last page of the guidelines.

## FLEX-E GRANT STRATEGIES

The Kentucky Flex-E Grant program continues to target ARC resources to address technical assistance, leadership, and civic capacity needs within the region's distressed counties. The program supports projects and/or activities in the following areas:

- Implementing one or more recommendations in the *Comprehensive Adventure Tourism Plan for Eastern Kentucky* (refer to <http://www.kytourism.com/krtal/> for the entire plan);
- Researching issues that affect community implementation of adventure tourism projects or elimination of development barriers;
- Developing community-based, sustainable adventure tourism programs or projects;
- Assessing and improving the performance of existing adventure tourism programs; and
- Leadership development and building civic capacity in order to ensure on-going participation in the planning and implementation of adventure tourism initiatives.

## ELIGIBLE ENTITIES

Entities eligible to apply for Kentucky Flex-E Grants are:

- Local units of government (including special districts, area development districts (ADDs), school districts) and post secondary education institutions in or serving distressed Appalachian Kentucky counties.
- Non-profit organizations and citizen groups located in or serving distressed counties which have an on-going mission and an established, administrative organization that supports pursuit of the mission.

## FLEX-E GRANT APPLICATIONS

Applications for funding through the Kentucky Flex-E Grant program will be distributed within distressed counties to local units of government, ADDs, post secondary educational institutions that serve the region, and established non-profit organizations recognized as having the capacity to provide the services necessary to administer the Flex-E Grant program within the region. The availability of applications will also be announced by the Governor's Office for Local Development (GOLD) through the usual channels employed to disseminate information regarding the availability of funds for Appalachian Kentucky projects. The Flex-E Grant program guidelines and application form will be posted on the GOLD website.

## APPLICATION PROCESS

All applications for the Flex-E Grant program should follow established guidelines and be submitted on the FY 06 Flex-E Grant application forms. An original and one (1) copy should be submitted to GOLD at the address listed below. The deadline for submitting an application is **October 31, 2007**. Award announcements are anticipated within four (4) weeks.

Eligible entities may apply for a Flex-E Grant by submitting two applications (one original and one copy) to:

PEGGY SATTERLY, ARC PROGRAM MANAGER OR  
LYNN TRAVIS LITTRELL, STAFF ASSISTANT  
GOVERNOR'S OFFICE FOR LOCAL DEVELOPMENT  
1024 CAPITAL CENTER DRIVE, SUITE 340  
FRANKFORT, KENTUCKY 40601-8204

Fillable application forms are available through the Kentucky ARC Program Manager's office and the GOLD website at [www.gold.ky.gov](http://www.gold.ky.gov)

It is important to note that projects must be complete within six (6) months. Priority will be given to pre-designed, ready-to-go projects. In addition, each Flex-E Grant project must be designed with specific, quantified outcomes and measurable impacts. It is also important to note that project outcomes should be expressed in NUMERICAL terms (percentages should not be used). Some general examples of anticipated outcomes are listed below:

### Individuals

- Increase in the number of citizens actively involved in community leadership positions.
- Increase in the number of youth participating in leadership and/or civic activities.
- Increase in the number of citizen leaders who are "sparkplugs" for their communities.
- Increase in the skills (competency-based) of community leaders (existing or emerging).
- Increase in the number of individuals from distressed counties completing quality leadership training.

### Organizations/Institutions

- Increase in an organization's efficiency, effectiveness, or sustainability.
- Increase in the number of organizations that provide youth leadership opportunities.
- Increase in the number and diversity of community organizations actively involved in community events and projects.
- Increase in collaborative efforts to reach a shared community goal.
- Increase in the number of service providers using input from community members to determine priorities and make decisions.

## Communities

- Increase in the number of communities with shared understanding and community vision.
- Increase in the number of communities preparing a regionally focused, broad based strategic plan, which employ a holistic approach to addressing community needs.
- The number of communities participating in programs that provide strong technical assistance and training opportunities.
- Increase in the level of diverse, inclusive citizen participation in community projects.
- Increase in community business activity, increase in educational attainment rates, the number of straight pipes eliminated, or any other longer-term outcome related to ARC General Goals.

## PROJECT SELECTION, PROCESS & CRITERIA

Proposals for Kentucky Flex-E Grants will be reviewed by a committee consisting of the GOLD Commissioner and/or Governor's Alternate to the ARC, Kentucky ARC Program Manager, a representative from the Kentucky Department of Tourism, and other members selected by the Commissioner of GOLD. Applications that do not address Flex-E Grant activities or any non-distressed county will not be considered by the committee.

Priority will be given to projects that:

- implement one or more recommendations made in the *Comprehensive Adventure Tourism Plan for Eastern Kentucky*;
- encourage a regional approach to adventure tourism initiatives;
- have specific numerical (and reasonable) outcomes; and
- emphasize community participation and involvement in the planning and implementation process.

Criteria for assessing applications include:

1. The relevance of the application to the overall intent and purpose of the Kentucky Flex-E Grant program – i.e. implementation of the *Comprehensive Adventure Tourism Plan for Eastern Kentucky*.
2. Applicant's and/or provider's experience with similar successful projects in ARC Distressed Counties.
3. Reasonableness of cost and overall budget. Matching funds must be available and committed.
4. Applicant's and/or provider's capacity to complete the project in a timely manner (within six months).

## FINANCIAL ASSISTANCE

The Kentucky Flex-E Grant program will typically provide up to \$10,000 per project. In extraordinary cases that can be clearly justified, the cap may be increased to \$20,000. The Flex-E Grant program will finance up to 80 percent of the total cost of the project. The remaining 20 percent may be cash or in-kind from the project sponsor or any participant that is providing a direct service as part of the project.

Grant recipients are responsible for maintaining financial records that support the project budget and expenses incurred.

Eligible Grant Activities – Flex-E Grant funds may be used for:

- travel provided that the grantee details the relationship between the travel expenditures and the project.
- development of local or regional adventure tourism plans.
- development of local or regional marketing strategies.
- training such as hospitality training for employees of dining and lodging facilities.
- feasibility studies for potential tourism activities.

Ineligible Grant Activities – Flex-E Grant funds may not be used:

- for grantee's administration or indirect costs.
- for the cost of advertisements or cost of hiring a public relations firm.
- to purchase equipment.
- to purchase durable goods.
- for the purchase of consumable supplies beyond that which may be reasonably expected to be necessary to complete the project.

Please Note: Administrative expenses incurred by a grantee may be considered as matching contributions.

Flex-E Grant funds will not be awarded for projects that are outside an ARC Distressed County. Regional projects should only include ARC Distressed Counties.

Flex-E Grant funds can be used in conjunction with other ARC funds, provided the ARC contribution does not exceed 80 percent of the cost of a proposed project, and at least 20 percent of project costs are financed through non-federal funds.

Flex-E Grant funds will be made available on a reimbursement basis only. To receive funds, the applicant will be required to complete a Request for Disbursement form accompanied by receipts and/or invoices and cancelled checks which are relevant to the request. Requests for Disbursement may be submitted as needed or as costs are encumbered. After the request form is received and approved by GOLD, a payment will be executed.

Requests for advanced payments will be approved on a case-by-case basis where a specific need exists and can be documented. Progress payments up to 75% of the total project costs will be made as work is completed and documented. The final twenty-five percent (25%) will be disbursed upon completion of the project and the delivery of the final deliverables associated with the project.

## TIMETABLES

Project activities must conclude within six (6) months of grant award. Extensions may be granted upon formal request from the project sponsor which details the need for an extension of time. Financial reconciliation must be completed within two (2) months after completion of the project.

## PROGRAM MANAGEMENT

The Kentucky ARC Flex-E Grant program will be managed by the Governor's Office for Local Development.

## REPORTING

Three months from the execution date of a Memorandum of Agreement (MOA), the applicant/grant recipient shall be required to submit a progress report to GOLD. Failure to submit the required report will place the recipient in noncompliance status with GOLD.

The recipient/grantee shall be required to submit a completion report to GOLD. This report indicates completion of the project and desire to close the project out. The completion report should be submitted when the complete scope of work has been accomplished. Once the completion report is received and approved by GOLD, GOLD will start close-out procedures and release the remaining 25% of grant funds.

## ADDENDUM 1

### Implementation of the Comprehensive Adventure Tourism Plan For Selective Number of Kentucky Economically “At-Risk” Counties

While only distressed counties are eligible for Kentucky Flex-E Grant Adventure Tourism program funding, currently three (3) “At-Risk” Counties (**Bath, Rowan and Pike** as indicated in yellow on the map) are eligible for “special” ARC funding. The guidelines (including the application process, selection criteria, timetables, eligible grant activities, etceteras) pertaining to the “At-Risk” Counties is identical to the Flex-E Grant Guidelines with the following exception:

*Projects from “At-Risk” Counties will be funded with ARC monies up to 50 percent of the total cost of the project. The remaining 50 percent may be cash or in-kind from the project sponsor or any participant that is providing a direct service as part of the project.*



# Eligible Counties for Kentucky Flex-E Grant Adventure Tourism Program Fiscal Year 2006

